

That which is claimed is:

1. A holder for displaying a generally stiffly flexible, thin advertising placard in association with a merchandizing fixture exhibiting merchandise for sale, which comprises an elongated shank, at one end of said shank anchoring means adapted for detachable affixation to said fixture, and at the other end a three-dimensional head for reception of said placard, said head having at least one substantially linear slot extending across a portion of the head periphery and inwardly into the head interior, said slot having a thickness exceeding the thickness of said placard and a depth sufficient to receive a marginal portion of said placard, the opposite faces of said slot each having an array of slightly spaced apart parallel ribs projecting therefrom towards the opposite face in alternating the ribs of the opposite face, the tips of the ribs of the opposed arrays for each slot lying in substantially the same plane and having a generally rounded cross-section to permit flexing insertion therein of said marginal placard portion while asserting firm frictional engagement therewith.

2. The holder of claim 1 wherein said head includes a further substantially linear interiorly directed slot in a region of its periphery which is displaced from said at least one slot toward the anchoring means, the plane of said further slot extending in a generally different direction from the plane of each said at least one slot, the opposite faces of said further slot having opposed arrays of ribs projecting therefrom similar to the ribs of said at least one slot, whereby the orientation of said placard on said

holder can be selected between generally angularly different positions.

3. The holder of claim 1 wherein said head has the configuration of a generally semi-spherical body having its axis generally parallel to the shank axis.

4. The holder of claim 1 wherein at least one of said slots in said head opens in a direction generally opposite from said anchoring means.

5. The holder of claim 4 wherein said head has a dimension generally parallel to the lengthwise axis of said shank which is greater than the depth of each said oppositely opening slot and includes another linear slot in the periphery thereof in the region displaced from each said oppositely opening slot toward the anchoring means, the plane of said other slot extending generally transversely to the shank axis, and the opposite faces of said other slot each having opposed arrays of ribs projecting therefrom similar to the ribs of said oppositely opening slots, thereby providing a choice in the orientation of said placard on said holder between positions generally parallel and generally transverse to the shank axis.

6. The holder of claim 4 wherein said head is penetrated by a plurality of said oppositely opening slots which intersect at substantially their midpoints in angular relation to provide a choice in the orientation of said placard between angularly differing positions.

7. The holder of claim 6 wherein there are two of said slots which intersect at an angle of about 90° to one another.

8. The holder of claim 7 wherein the axis of intersection of said two slots is generally parallel to the longitudinal axis of said shank whereby said slots open in a direction generally away from said anchoring means.

8. The holder of claim 2 wherein said transverse slot in the displaced region of said head extends around the entire periphery of the head partially into the interior thereof with a depth sufficient to receive the marginal placard portion without passing completely through the head, allowing for varying perimetral positions of the placard in its transverse orientation.

10. The holder of claim 8 wherein said head has the configuration of a generally semi-spherical body having its axis generally parallel to the shank axis and said intersecting slots are in generally the apex region of said semi-spherical body while said transverse slot is in generally the circumferential region thereof and extends around the entire circumference of said body to form a generally annular slot with an annular radius sufficient to receive said marginal placard portion, whereby the generally transverse orientation of said placard can be varied around the entire circumference of said semi-spherical body.

11. The holder of claim 1 wherein said shank is in the form of an elongated generally flat plate connected at one end to said head.

12. The holder of claim 11 wherein said plate end is connected to a top peripheral portion of said head.

13. The holder of claim 1 wherein said anchoring means is in the form of at least one tongue adapted to be engaged with a part of said merchandizing fixture.

14. The holder of claim 1 wherein said anchoring means is in the form of resilient fingers projecting in spaced apart relation from said shank end and adapted to clampingly engage a part of said merchandizing fixture therebetween.d